



OFFICE OF MAYOR JERRY SANDERS

FOR IMMEDIATE RELEASE

March 25, 2008

FACT SHEET

MAYOR ANNOUNCES HIGH CUSTOMER SERVICE SATISFACTION MARKS FROM CITYWIDE SURVEY

RESULTS TO BE USED BY CITY DEPARTMENTS TO MEASURE AND IMPROVE CUSTOMER SERVICE

Mayor Jerry Sanders today released the results of a second Citywide Customer Service Satisfaction Survey that show high marks for all participating City departments. Using a scale of 1-5, with 5 being the highest, customers rated City departments with average scores ranging from 4.2 to 4.9.

The current results are similar to those found in the first survey conducted nine months earlier in March 2007. The results of the two surveys, and all future surveys, will be used by City departments to measure and improve customer service.

SURVEY OVERVIEW

- The Citywide Customer Satisfaction Survey was conducted by City departments during the first two weeks of December 2007.
- The survey focused on face-to-face customer service and measured seven indicators of the quality of service delivered.
- The survey is part of an overall Customer Services Department strategy based on a best practice called “the continuous improvement cycle.” In the cycle, measuring service at regular intervals allows for consistent feedback to management and staff, and identification of training opportunities.
- The survey will be repeated every nine months to capture data from seasonal customers, and trends will be compared over time.

HOW THE SURVEY WAS COMPILED

- Customer satisfaction surveys were placed at public counters throughout the City
- Customers were asked to rate the service they received in seven key areas:
 - Promptness of initial greeting
 - Courtesy of staff
 - Knowledge of staff
 - Receipt of requested information
 - Promptness of resolution of the situation
 - Caring service
 - Overall satisfaction with the experience at that location
- 3,986 surveys were completed
- 13 departments received 10 or more completed surveys
- Ratings were compiled and analyzed by location, by Department and by business group
- Departments that received fewer than 10 completed surveys did not receive an overall rating
- Ratings are reported for each department as an average of all the responses received on the seven questions asked
- Ratings are on the same 1-5 scale used by customers to rate the quality of the service delivered during each interaction, with 5 being the highest possible rating

SURVEY RESULTS

Department	Number of Completed Surveys	Rating (1-5 scale)
City Clerk	71	4.7
City DCO/ADCO/Directors	---*	---*
City Council	---*	---*
Customer Services	47	4.7
Development Services	61	4.6
Engineering and Capital Projects	22	4.6
Environmental Services	---*	---*
Family Justice Center	45	4.6
Fire-Rescue	45	4.9
General Services	---*	---*
Library	1,687	4.5
Metropolitan Wastewater	---*	---*
Park and Recreation	1,779	4.6
Personnel	68	4.7
Police	50	4.9
Purchasing and Contracting	---*	---*
Real Estate Assets	---*	---*
Treasurer	89	4.2
Water	10	4.4

- Participated, but did not receive 10 or more completed surveys

ANALYSIS OF WRITTEN COMMENTS

Thirty seven percent, or slightly over one-third, of the surveys included additional written comments on the quality of customer service received and/or suggestions for improving services.

The vast majority of the comments received were positive, and the majority of those were about staff. There were 37 employees commended by name, by two or more customers, for providing outstanding customer service by our customers. This is an increase over the 29 employees that received this same recognition during the previous survey period (March 2007). Each of these employees will receive a letter of recognition and thanks from Mayor Sanders, and a list of their names will be posted on the CityNet web site.

WRITTEN COMMENTS AND SUGGESTIONS

Category	Comments			Comments Total	Suggestions
	Positive	Negative	Mixed		
Process	93	20	--	113	303
Infrastructure	109	39	1	149	247
Staff	439	16	1	456	47
Other	227	6	1	234	67